ORDER

Order / Rev:

1294507

Alt Order #:

08363240

Product Desc:

REED FOR CONGRESS

Estimate:

908914

Flight Dates:

09/08/16 - 09/14/16

Original Date / Rev:

09/06/16 / 09/09/16

Order Type:

Political

Primary AE:

Sales Office:

Sales Region:

Jim Quinn

T-PHI

NAT

Cash

Broadcast

WEEKLY

Agency

Orders

Name:

Smart Media Group Inc/ POL

Buying Contact:

Billing Contact:

1427 Leslie Avenue

Alexandria, VA 22301

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

15%

Advertiser

Name:

Priority:

Reed, Tom / Republican / Congress

Demographic:

A35+

Product Codes:

PL-US House Representative P04-GB

Revenue Codes:

AGY, (Gen) General, (POL) Candidate

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Unit Code:

00:15:00

98895 7611AG

General

Bill Plan

Start Date	End Date	# Spots Gross Amount		Net Amount
09/05/16	09/11/16	18	\$8,705.00	\$7,399.25
09/12/16	09/18/16	12	\$5,755.00	\$4,891.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2016	30	\$14,460.00	\$12,291.00	0.00
Totals	30	\$14,460.00	\$12,291.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn	====		Start Of Order - End Of Order	100%

Order Share	Share	Total
WGRZ	55%	\$14,460.00
Market	100%	\$26,290.91

Competitive Share	Share	Total
CABL	0%	\$0.00
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WIVB	25%	\$6,572.73
WKBW	12%	\$3,154.91
WNED	0%	\$0.00
WNEQ	0%	\$0.00
WNGS	0%	\$0.00
WNLO	0%	\$0.00
WNYB	0%	\$0.00
WNYO	0%	\$0.00
WUTV	8%	\$2,103.27

Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	ime Days	Len Sp	ots	Rate Pri Rtg Type	Spots	Amount
E 1	WGRZ	09/09/16	09/09/16	Fri Prime	CM	8p-11p	F	:30	1	\$850.00P04-(0.00 NM	1	\$850.00
				FRI 8-11P		(10:00 PM-11	:00 PM)					
	NULL DA	ATELINE										
	Star	t Date I	End Date	Weekdays	Spots/Week	Rate	Rating					
V	leek: 09/0)5/16 (09/11/16	eeeeFae	1	\$850.00	0.00					
E 2	WGRZ	09/09/16	09/09/16		СМ	1135p-1237a	F	:30	1	\$350.00 P03-F 0.00 NM	1	\$350.00

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WGRZ

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09/08/16 - 09/14/16 Estimate: 908914 Flight Dates:

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
			Tonight Show Tonight Show							8			
		SHOW STA	ARRIN		5.	5 .:							
Week: 09/0	t <u>Date</u> 5/16	End Date 09/11/16	Weekdays	Spots/Week 1	<u>Rate</u> \$350.00	Rating 0.0	_						
E 3 WGRZ	09/09/1	6 09/09/16	EN (M-F)	CM	5p-7p		F	:30	1	\$630.00P03-l	0.00 NM	1	\$630.00
NULL CH	HANNEL	. 2 NEWSFI	EN (M-F) RST		(5:00 PM-5:	30 PM)							
Start	t Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating	1						
Week: 09/0		09/11/16	Local News @ 5p	ME CM	\$630.00 5-530p	0.0	0	:30	1	\$630.00P03-F	MIA OO O	1	\$630.00
E 4 WGRZ	03/12/1	0 09/12/10	Local News @ 5p		3-330p	141		.50	'	φ030.001-03-1	0.00 1414	'	φ030.00
	HANNEL t Date	. 2 NEWSFI		Spots/Week	Poto	Rating							
Week: 09/1		End Date 09/18/16	Weekdays M	<u>Spois/veek</u>	<u>Rate</u> \$630.00	0.0	-						
E 5 WGRZ	09/12/1	6 09/12/16	Mon Prime Other		8p-11p			:30	1	\$1,620.00P04-0	0.00 NM	1	\$1,620.00
NULL AM	/IERICA	N NINJA W	Mon Prime Speci ARRI	aı	(8:00 PM-10):00 PIVI)							
	Date	End Date	Weekdays M	Spots/Week	Rate	Rating	_						
Week: 09/1: E 6 WGRZ		09/18/16	Today Show 2	CM	\$1,620.00 9-10a	0.0		:30	1	\$160.00P04-0	0.00 NM	1	\$160.00
			Today Show 2		(9:00 AM-10	0:00 AM)				***************************************			*******
NULL TO Start	DDAY SI t Date	End Date	Weekdays	Spots/Week	Rate	Rating	1						
Week: 09/1	2/16	09/18/16	M	1	\$160.00	0.0	0						
E 7 WGRZ	09/10/1	6 09/10/16	LN (M-Su) Late News	CM	11-1135PN	l-F&SU,-	S-	:30	1	\$505.00P03-F	0.00 NM	1	\$505.00
NULL CH	12 NEW	S TONIGH											
Start Week: 09/0	Date 5/16	End Date 09/11/16	Weekdays S-	Spots/Week	<u>Rate</u> \$505.00	Rating 0.0	-						
			Saturday Night Liv	ve CM	1130p-105a		S-	:30	2	\$450.00P04-0	0.00 NM	2	\$900.00
NIIII SA	THRDA	Y NIGHT LI	Saturday Night Li	ve	(11:30 PM-	1:00 XM)							
	Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating	l				1		
Week: 09/0		09/11/16	S-	2	\$450.00	0.0	0 S-	-20	4	#240.00D04.	. 0.00 \$184		#200 2 0
E 9 VVGRZ	09/10/1	5 09/10/16	Local News @ 6p Local News @ 6p		6-630p (6:00 PM-6:		5-	:30	1	\$340.00P04-0	. U.UU INIVI	2	\$390.00
		2 NEWS S		Casta AMeals	Dete	D-4:							
Start Week: 09/0	<u>: Date</u> 5/16	End Date 09/11/16	Weekdays S-	Spots/Week 1	<u>Rate</u> \$340.00	Rating 0.0	-						
	Date Ra		escription		VEnd Time	(6:00 DM		<u>/eekdays</u> Sa	Len		Rtg Type		
	MG 9.2		ocal News @ 6p S	a 0-03	ОР	(0.00 PIVI	-0.30 P-	5a		:30 (\$340.00)	0.00 70707		
			ocal News @ 6a M	-F 6-7a			-	Th	;	:30 \$340.00	0.00 NM		
		9.1											
		-09/08/16 D	ateline 1130a-1230	Op 1130	a-1230p		-	Th		:30 \$50.00	0.00 NM		
M MG f [mg1		9.1											
		6 09/10/16	Local News @ 6a	Sa CM	Sat Early D	aybreal	S-	:30	2	\$200.00 P03-F	0.00 NM	2	\$400.00
NU II 1 E A	DIV D	YBREAK S	Local News @ 6a	s Sa									
	Date	End Date	Weekdays	Spots/Week	Rate	Rating	1						
Week: 09/0		09/11/16	S-	2	\$200.00	0.0							
E 11 WGRZ	υ9/10/1	5 09/10/16	Today Show Sa NBC Today Show	CM v (Sa)	7a-9a		S-	:30	1	\$370.00P02-F	0.00 NM	1	\$370.00
		Y TODAY		540 ***************	5	Б.:							
Start Week: 09/0	<u>: Date</u> 5/16	End Date 09/11/16	Weekdays S-	Spots/Week 1	Rate \$370.00	Rating 0.0	_						
E 12 WGRZ			Local News @ 11		11-1130a		T	:30	1	\$130.00P03-F	0.00 NM	1	\$130.00
			Local News @ 11	a M-F								l,	

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WGRZ

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Flight Dates:

09/08/16 - 09/14/16

Estimate:

908914

Ln Ch Start E NULL MIDDAY NEWS	nd Inventory Code	e Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
	Date Weekdays	Spots/Week	<u>Rate</u> \$130.00	Rating 0.00						
E 13 WGRZ 09/08/16 09		СМ		I-F&SU,T	- :30	1	\$505,00P03	3-F 0.00 NM	1	\$505.00
NULL CH 2 NEWS TO										
	Date Weekdays	Spots/Week 1	<u>Rate</u> \$505.00	Rating 0.00						
E 14 WGRZ 09/08/16 09	/08/16 FABLife 1130a-1 FABLife	1230p CM	1130a-1230 (11:30 AM-1	•	- :30	1	\$50.00 P04	I-C 0.00 NM	0	\$0.00
NULL THE FAB LIFE		0	Dete	Deffect						
The second secon	Date Weekdays 1/16T	Spots/Week 1		Rating 0.00						
Spot Ch Date Range	<u>Description</u>	-	t/End Time	(44.00.414.40.0	Weekdays		SATURDS AND S	Rtg Type		
1 NGR2 09/05/16-09/ See MG 9.2,9.3	11/16 FABLife 1130a-123	30p 1130	ua-123up	(11:30 AM-12:3	(In	_	:30 (\$50.00) 0.00 NM		
E 15 WGRZ 09/08/16 09	/08/16 Tonight Show Tonight Show	СМ	1135p-1237	7aT	- :30	1	\$350.00 P03	3-F 0.00 NM	1	\$350.00
NULL TONIGHT SHO	W WITH JI									
	Date Weekdays 1/16T	Spots/Week 1	<u>Rate</u> \$350.00	Rating 0.00						
E 16 WGRZ 09/08/16 09		•	5-530p	T	- :30	1	\$630.00 P03	3-F 0.00 NM	1	\$630.00
NULL CH2 NEWS FIF										
· · · · · · · · · · · · · · · · · · ·	Date Weekdays	Spots/Week 1		Rating 0.00						
E 17 WGRZ 09/08/16 09	17.10	<u> </u>	7-730p	T	- :30	1	\$535.00P02	2-F 0.00 NM	1	\$535.00
	Entertainment T							1,200	*	
NULL ENTERTAINME Start Date End	Date Weekdays	Spots/Week	Rate	Rating						
	1/16T	1	200000000000000000000000000000000000000	0.00						
E 18 WGRZ 09/08/16 09				ff GameT	- :30	1	\$2,000,00P04	I-C 0.00 NM	1	\$2,000.00
NULL NFL KICKOFF	NFL Kick-off Ga GAME 201	ime	(8:30 PM-11	1.45 PIVI)						
	Date Weekdays	Spots/Week		Rating						
**	1/16T		\$2,000.00	0.00	- :30		\$160.00P04	I C O OO NIM		\$160.00
E 19 WGRZ 09/08/16 09	Today Show 2	СМ	9-10a (9:00 AM-10	•	- :50	1	\$ 100,000	F-C U.UU INIVI	1	\$160.00
NULL TODAY SHOW	-	agreement on the give an interest								
	Date Weekdays 1/16T	Spots/Week 1	Rate \$160.00	<u>Rating</u> 0.00						
E 20 WGRZ 09/13/16 09		p M-F CM	5-530p	-T	- :30	1	\$630.00P03	3-F 0.00 NM	1	\$630.00
NULL CHANNEL 2 N	Local News @ 5	5p M-F								
	Date Weekdays	Spots/Week	Rate	Rating						
200000000000000000000000000000000000000	8/16 -T	1	\$630.00	0.00						
E 21 WGRZ 09/13/16 09	/13/16 Local News @ 5 Local News @ 5		530-6p (5:30 PM-6:	-T	- :30	1	\$630.00P03	3-F 0.00 NM	1	\$630.00
NULL CHANNEL 2 NI		,	(5.50) 101-0.	00 1 101)						
Care and the Control of the Control	Date Weekdays 8/16 -T	Spots/Week		Rating						
Week: 09/12/16 09/ E 22 WGRZ 09/13/16 09	0	CM	\$630.00 Today Shov	0.00 w -T	- :30	1	\$395.00 P03	B-F 0.00 NM	1	\$395.00
NULL TODAY SHOW	Today Show		,					24/0	2	
Start Date End	Date Weekdays	Spots/Week		Rating						
	8/16 -T	1	\$395.00 9-10a	0.00 -T	- :30	-1	\$160 00D04	LC O OO NIBA	1	¢160.00
E 23 WGRZ 09/13/16 09 NULL TODAY SHOW	Today Show 2	СМ	9-10a (9:00 AM-10		30	ı	\$160.00P04	-C U.UU INIVI	,	\$160.00
	Date Weekdays	Spots/Week	<u>Rate</u>	Rating						
	8/16 -T	1		0.00					l	

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Totals

\$14,460.00

WGRZ

1294507 Order / Rev: Advertiser: Reed, Tom / Republican / Congress 08363240 REED FOR CONGRESS Product Desc: Alt Order #:

09/08/16 - 09/14/16 Estimate:

Flight Dates:

908914

Inventory Code Break Start/End Time Ln Ch Start End Days Len Spots Rate Pri Rtg Type Spots Amount E 24 WGRZ 09/14/16 09/14/16 Local News @ 530p M-FCM 530-6p :30 \$630.00P03-F 0.00 NM --W----\$630.00 Local News @ 530p M-F (5:30 PM-6:00 PM) **NULL CHANNEL 2 NEWS AT 53** Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating --W----Week: 09/12/16 09/18/16 \$630.00 0.00 E 25 WGRZ 09/14/16 09/14/16 Today Show 2 CM 9-10a --W----:30 \$160.00P04-(0.00 NM 1 \$160.00 Today Show 2 (9:00 AM-10:00 AM) NULL TODAY SHOW II Weekdays Spots/Week Start Date End Date Rate Rating Week: 09/12/16 09/18/16 --W----\$160.00 1 0.00 N26 WGRZ 09/13/16 09/13/16 Today Show 3 СМ \$100.00 P04-C 0.00 NM 10-11a -----:30 \$100.00 Today Show 3 **NULL TODAY SHOW 2** N 29 WGRZ 09/13/16 09/13/16 Local News @ 6p M-F -T----:30 \$540.00P04-(0.00 NM 6-630p 1 \$540.00 Local News @ 6p M-F (5:30 PM-6:00 PM) **NULL CHANNEL 2 NEWS AT 53** Spots/Week Start Date End Date Weekdays Rating Rate -T----Week: 09/12/16 09/18/16 \$540.00 0.00 N31 WGRZ 09/14/16 09/14/16 Today Show 3 CM 10-11a :30 \$100.00 P04-C 0.00 NM \$100.00 --W----1 Today Show 3 **NULL TODAY SHOW 2**